



## TEN TIPS TO SECRETLY SWAY JURORS

**By: Marcus Ambrose, J.D.**

Dear Colleague:

My objective is to get you thinking about persuasion, and to begin what I hope will be a process of discovery that will continue through my email newsletter. **So make sure you subscribe online at my website, now.** You may not accept all of my ideas at first blush, and that's okay. Learning is often preceded by some confusion and resistance, and it doesn't matter if everything I say is "true", only that it works.

I did not coin the phrase "secret sway". The term comes from the title of an article in the A.B.A. Journal, excerpted below:

**"Secret Sway**--More lawyers are using the subtle communication technique of neuro-linguistic programming (NLP) to present their cases to jurors, with winning results ... NLP could persuade jurors to find for the party whose lawyer is using the technique or it could influence a witness to give up the store on the witness stand ... Proponents of NLP say it is hardly a tool of the devil. It is, they explain, a way of teaching, of best presenting a story in a strategically structured way ... Now, more and more lawyers are looking for an edge. For some, NLP is that little bit extra. It is conceivable that soon lawyers on both sides of a case will be using NLP in a kind of psycho-duel"

---A.B.A. Journal, September 2001

Since I use NLP in connection with my trial consulting practice, I adopted the term "secret sway" because I believe it is a colorful metaphor for the subtle courtroom persuasion techniques that I teach.

All of my ideas are the product of over two decades of making mistakes in and out of the courtroom, while searching for a better way, and learning from a lot of very bright people. I am just a lawyer, like you, looking for an edge.

"The wise woodsman knows when to stop and sharpen his blade"

-- Old Czech proverb